Claims:

1.       An inventory management system, comprising:

a performance measurement system for measuring performance of a medium in which units of inventory are used;

5       a revenue maximization system which determines a price for said units based on predetermined pricing considerations;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of units are grouped together to meet a

10      buyer's criteria; and

a scenario planner to display the various scenarios generated by the central information storage system.

2.       The inventory management system according to Claim 1, wherein said performance measurement system receives information related to an extent of

15      an audience to which said units are exposed.

3.       The inventory management system according to Claim 1, wherein said predetermined pricing considerations includes at least three consideration selected from the group consisting of total number of unsold units, category of buyer attempting to purchase said units, the buyer's history in purchasing similar

20      units, and budget of a seller of the units.

4.       The inventory management system according to claim 1, wherein said buyer's criteria include the desired budget for purchase of the units, performance measurements from the performance measurement system, number of people and frequency people will be exposed to said units wherein said units are

25      advertisement opportunities.

5.    The inventory management system according to Claim 3 wherein the revenue maximization system manages yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

6.    The inventory management system according to Claim 1 wherein the revenue maximization system changes the number of units available.

7.    The inventory management system according to claim 1, further comprising the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors.

8.    A process for inventory management comprising the steps of:
a seller and a buyer identify an opportunity for purchasing units;
obtaining the history of the buyer with respect to purchases of like units, if any;
receiving from the buyer information about the buyer's purchase requirements
obtaining available inventory information;
obtaining prices for said units from a revenue maximization system; and
generating at least one scenario comprising a plurality of units based on said information obtained from said buyer, wherein said at least one scenario meets the buyers demands and reflects said available inventory and said prices.

9.    The process according to Claim 8, wherein said buyer's purchase requirements includes at least one requirement of the selected from the group consisting of marketplace, population, number and frequency of people exposed to said units where said units are opportunities to advertise, performance

measurements, price, demographics, psycho graphics, number of available units and day parts.

10.     The process according to  Claim 8, wherein said revenue maximization includes inventory scaling, available inventory of units to sell, budgetary goal information, and purchaser payment history.

11.     A method of providing various scenarios to a purchaser of units of opportunities to advertise, comprising:

permitting a buyer to select various markets by geographic demarcation;

selecting various markets within said geographic demarcation;

set appropriate filters to filter out media within the selected markets using criteria selected from a group consisting of demographics, psycho graphics or media type;

inputting buyer criteria according to at least two of following criteria:  the number of persons expected to be exposed to said units, the frequency of those persons seeing said units, budget for purchase of the units, demographics, psycho graphics, gross number of times people will be exposed to said units; and

compiling a scenario composed of a variety of said units based on buyer criteria.